

Message Text

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PAGE 01 NAIROB 03277 01 OF 02 031232Z POSS DUPE
ACTION CU-05

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TO SECSTATE WASHDC 5574

LIMITED OFFICIAL USE SECTION 1 OF 2 NAIROBI 3277

USIAC

DEPT FOR CU

FOLLOWING NAIROBI 3277 SENT ACTION USIA 02MAR78 REPEATED
FOR YOUR ACTION

QUOTE

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E. O. 11652: N/A

SUBJ: CPP - BILATERAL COMMUNICATIONS ANALYSIS

REF: USIA 3750-U CIRCULAR

1. POST SUBMITS HERewith BILATERAL COMMUNICATIONS ANALYSIS:

A. BEFORE UHURU (INDEPENDENCE) IN 1963, AMERICANS KNEW ABOUT
KENYA PRIMARILY THROUGH THEODORE ROOSEVELT'S EXPLOITS EARLY IN
THE CENTURY, THROUGH HEMINGWAY AND RUARK, MAU MAU SCARE HEAD-
KINES, AND A HANDFUL OF BIG GAME HUNTERS AND TOURISTS. THIS
SKETCHY PICTURE HAS BEEN FILLED IN SOMEWHAT TODAY, THANKS TO
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THE 30,000 AMERICAN TOURISTS WHO NOW VISIT KENYA ANNUALLY,
THE 150 AMERICAN BUSINESSES ESTABLISHED HERE, THE AFRICAN
STUDIES DEPARTMENTS OF OUR SCHOOLS, THE PUBLICITY GIVEN TO THE
FINDINGS OF THE LEAKEYS, AND THE ENDURANCE OF PRESIDENT KENYATTA.
YET, MOST AMERICANS STILL KNOW OF THE COUNTRY PRIMARILY BECAUSE
OF ITS TOPOGRAPHY AND FAUNA.

B. OVER THE PAST 20 YEARS, A MULTI-FACETED COMMUNICATIONS RELATIONSHIP HAS DEVELOPED WHICH HAS LED TO A KEEN KENYAN AWARENESS OF THE UNITED STATES, EVEN IF THE STREET IS NOT YET TWO-WAY. IN THE LATE FIFTIES, WHEN COLONIAL KENYA WAS FACED WITH A LACK OF EXPERTS TO TAKE OVER RUNNING THE COUNTRY FOLLOWING INDEPENDENCE, AN EDUCATIONAL LINK WAS FORGED THAT STILL THRIVES. THE FIRST STUDENTS WERE FLOWN OVER IN INEXPENSIVE CHARTERS--THE "TOM MBOYA AIRLIFTS"--TO RECEIVE EDUCATION FROM COOPERATING U.S. COLLEGES. THE PROJECT, STILL WELL REMEMBERED, IMPRESSED U.S. EDUCATION ON KENYAN MINDS AND GENERATED EVEN FURTHER CURIOSITY ABOUT OUR COUNTRY. TODAY, AMERICAN EDUCATION IS STILL EAGERLY SOUGHT. THE U.S. RANKS JUST BELOW THE UK IN THE NUMBER OF KENYAN STUDENTS STUDYING ABROAD, 780 IN THE U.S. IN 1975, THE MOST RECENT FIGURES AVAILABLE THROUGH IIE THOUGH SOME ESTIMATES RANGE UP TO 2,000. SOME 6,761 STUDENTS WERE COUNSELLED BY THE LOCAL OFFICE OF THE IIE IN 1976-77.

C. THE UNIVERSITY OF NAIROBI AND KENYATTA UNIVERSITY COLLEGE HAVE APPROXIMATELY 20 LOCALLY-HIRED AMERICAN LECTURERS SPRINKLED THROUGH THEIR CAMPUSES, AND THE FULBRIGHT PROFESSOR PROGRAM IS A FIXTURE. A GLANCE AT THE UNIVERSITY CATALOGUE SHOWS THAT MORE THAN 25 PERCENT OF THE FACULTY HAS RECEIVED AT LEAST A PORTION OF ITS TRAINING IN THE U.S. THE UNIVERSITY HAS DEVELOPED AN IMPORTANT LINKAGE WITH THE UNIVERSITY OF CALIFORNIA SYSTEM; TWELVE AMERICAN STUDENTS ARE IN NAIROBI AND FOUR KENYANS WILL GO TO CALIFORNIA IN SEPTEMBER, 1978. IN LIMITED OFFICIAL USE

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ADDITION, CALIFORNIA IS TO SEND A MEMBER OF ITS FACULTY HERE AT THAT TIME.

D. DESPITE THIS RESPECT FOR AMERICAN EDUCATION, OUR SOCIETY AND POLICIES DO NOT GO UNCHALLENGED ON CAMPUS. WHILE OUR PROGRAMS GENERALLY ARE WELCOMED, THERE ARE CLEAR CURRENTS OF HOSTILITY, IN THE LITERATURE DEPARTMENT, FOR EXAMPLE, WHERE A CORE OF MARXIST THOUGHT HAS SOME INFLUENCE AMONG STUDENTS. IN 1977, A FULBRIGHT LECTURER IN AFRO-AMERICAN LITERATURE HAD DIFFICULTY BECAUSE HER READING SELECTIONS WERE NOT "RADICAL" ENOUGH FOR HER COLLEAGUES.

E. THERE IS CONSIDERABLE ADMIRATION AMONG SOME OF THE STUDENTS AND FACULTY FOR NYERERE'S TANZANIAN EXPERIMENT AND DISDAIN FOR KENYA'S MORE CONSERVATIVE APPROACH, WHICH THEY LINK TO OUR OWN. AND, AMONG THIS SAME VOCAL MINORITY, THERE IS A CALL FOR INCREASED EMPHASIS ON SWAHILI AT THE EXPENSE OF ENGLISH.

F. ON THE MASS MEDIA SIDE, THERE ARE MANY POINTS OF CONTACT WITH KENYA AND EASY ACCESS BY THE POST TO MEDIA LEADERS. AMERICAN NEWS MAGAZINES CIRCULATE FREELY, AND THE PRESS UTILIZES UTILIZES U.S. WIRE SERVICES. THOUGH THE PRESS VALUES IT

REPUTATION FOR FREEDOM, IT IS NONETHELESS CLOSELY MONITORED AND GUIDED (IF NOT CONTROLLED) ON FOREIGN POLICY ISSUES BY THE GOK. THE LOCAL PRESS HAS VOICED OPPOSITION TO CERTAIN AMERICAN POLICIES IN THE HORN OF AFRICA AND SOUTHERN AFRICA. THIS UNDERSCORES THE NEED OF THE POST TO REACH THE FOREIGN MINISTRY TO INSURE INFLUENCE ON THE EDITORIAL PAGES ON MAJOR FOREIGN POLICY ISSUES.

G. THIS IS EVEN MORE TRUE FOR RADIO AND TELEVISION HERE, BOTH SERVICES OF THE GOVERNMENT-OWNED VOICE OF KENYA. IN FACT, NEITHER CARRIES A GREAT DEAL ON INTERNATIONAL AFFAIRS, BUT THE RADIO SERVICE REGULARLY RUNS COMMENTARIES ON FOREIGN POLICY ISSUES, WHICH ARE CLOSELY COORDINATED WITH THE FOREIGN MINISTRY IF NOT WRITTEN THERE. THE POST IS ABLE TO PLACE A FAIR AMOUNT LIMITED OFFICIAL USE

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OF AGENCY AND POST PRODUCED MATERIAL ON RADIO, WHICH BLANKETS THE NATION IN ENGLISH AND LOCAL LANGUAGES. TELEVISION IS LIMITED TO A FEW HOURS IN THE EVENING, DEVOTED MOSTLY TO ENTERTAINMENT, MUCH OF IT IN THE FORM OF OLD AMERICAN SERIES. THE POST PLACES SOME FILMS AND VISITING SPEAKERS ON TV BUT DOES NOT GIVE IT A VERY HIGH PRIORITY AT THIS POINT.

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ACTION CU-05

INFO OCT-01 AF-10 ISO-00 /016 W
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TO SECSTATE WASHDC 5575

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H. OUR ECONOMIC RELATIONSHIP WITH KENYA IS MOSTLY TROUBLE-

FREE. THERE IS SUBSTANTIAL AND GROWING PRIVATE U.S. INVESTMENT BUT SO FAR THIS AMERICAN PRESENCE HAS NOT GIVEN RISE TO PROBLEMS. MNC'S DO COME IN FOR CRITICISM IN CAMPUS CIRCLES AND MAY BE IN FOR HARDER TIMES WITH THE ESTABLISHMENT RECENTLY OF A NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY, WHICH IS TO OVERSEE TRANSFER OF TECHNOLOGY. THE COUNCIL--UNDER THE MINISTRY FOR FINANCE AND ECONOMIC PLANNING--IS JUST GETTING ORGANIZED AND COULD BECOME A POLICY-MAKING FACTOR IN THE NEXT SEVZRAL YEARS.

I. A KEY TO THE KENYA-U.S. RELATIONSHIP HAS BEEN OUR WILLINGNESS AND ABILITY TO ASSIST THE COUNTRY--OR, AT THE VZRY LEAST, KENYANS' PERCEPTION OF THIS WILLINGNESS. AS NOTED, THE RELATIONSHIP REALLY BEGAN WITH OUR EMERGENCY ASSISTANCE IN EDUCATION WHEN THE TRADITIONAL PARTNER, THE UK, AND NEARBY INSTITUTIONS COULD NOT OFFER SUFFICIENT HELP. THIS EXTENDED TO OTHER DEVELOPMENTAL ASSISTANCE, AGAIN WHEN THE OLD METROPOLE WAS UNABLE TO MEET KENYA'S NEEDS. MORE RECENTLY AMERICAN ASSISTANCE ENTERED THE SECURITY AREA WITH THE SALE OF JET FISHTERS. HERE AGAIN, THE U.S. FILLED A GAP LEFT BY THE FORMER COLONIAL POWER. IT SEEMS CLEAR THAT IN THE IMMEDIATE FUTURE SECURITY WILL TAKE THE HIGHEST PRIORITY FOR KENYA AND LIMITED OFFICIAL USE

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THAT THE U.S. WILL BE CALLED ON FOR FURTHER SUPPORT. THE QUALITY OF THE NEAR-TERM RELATIONSHIP WILL DEPEND TO A LARGE EXTENT ON OUR RESPONSE TO KENYAN REQUESTS IN THIS FIELD.

J. THE KENYA-U.S. RELATIONSHIP HAS GROWN VERY FAST OVER A VERY SHORT PERIOD OF TIME, ABOUT 20 YEARS. WHILE THE POINTS OF CONTACT HAVE MULTIPLIED, THE UNDERSTANDING OF U.S. SOCIETY AND ITS SOCIAL AND POLITICAL PRECESSES HAS NOT ALWAYS KEPT PACE; CONVERSELY, AMERICANS--AS POINTED OUT--ARE POORLY INFORMED ABOUT KENYA.

K. THE PUBLIC AFFAIRS ARM OF OUR DIPLOMACY CAN DO A GREAT DEAL TO MAKE THIS RELATIONSHIP MORE MEANINGFUL. IN IMPLEMENTING OUR PROGRAMS, THE POST MUST WORK TOWARD PRODUCTIVE LINKAGES, PARTICULARLY WITH THE UNIVERSITY, TO BROADEN THIS DIALOGUE AND TO AID IN MUTUAL UNDERSTANDING--IN AMERICA, OF KENYAN CONCERNS, AND IN KENYA, OF OUR VALUES, ASPIRATIONS, AND POLICIES.

L. WHEN ADDRESSING INTELLECTUALS AND FUTURE LEADERS, WE SHOULD AVOID IDEOLOGICAL CANT. THIS GROUP IS HIGHLY SUSPICIOUS OF DEVELOPMENTS WHICH MIGHT MAKE KENYA A PAWN IN AN EAST-WEST STRUGGLE. INSTEAD, WE MUST FOCUS FORTHRIGHTLY ON THE RESPONSIBILITIES OF OUR POWERFUL INDUSTRIAL NATION TO THE DEVELOPING WORLD.

M. CLOSE CONTACT WITH MZDIA AND ACADEMIC INFLUENTIALS MUST BE MAINTAINED FOR ANOTHER REASON: IN THE NEAR FUTURE THE COUNTRY

MAY BE FACED FOR THE FIRST TIME WITH A PREDISSENTIAL SUCCESSION.
AT 87, PRESIDENT KENYATTA CANNOT BE EXPECTED TO LAST MUCH LONGER.
AS THE POST-KENYATTA PERIOD EMERGES, THESE OPINION MAKERS COULD
PLAY A KEY ROLE IN THE FUTURE OF KENYA. OUR VIEWS AND OUR
EXPERIENCE MUST BE REPRESENTED AS DECISIONS FOR THE FUTURE ARE
MADE.

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2. CHARGE CONCURS.

TEVEN

END QUOTE

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